

Message Text

UNCLASSIFIED

PAGE 01 STATE 309487
ORIGIN COME-00

INFO OCT-01 NEA-10 ISO-00 EB-07 /018 R

DRAFTED BY COM/BIC/CAGNE/MFSMITH
APPROVED BY EB/OCA/CD:WERAU
COM/BIC/CAGNE/PBHALE
COM/BIC/OIM/CGENDREAU
NEA/RA:DMORRISON (INFO)
NEA/IRN:RBEALES (INFO)

----- 102461 /21

R 222306Z DEC 76
FM SECSTATE WASHDC
TO AMEMBASSY TEHRAN

UNCLAS STATE 309487

E.O. 11652: N/A

TAGS: BEXP, IR

SUBJECT: FY-1978 COUNTRY COMMERCIAL PROGRAM - IRAN

REF: (A) TEHRAN 4536; (B) STATE 292385

1. THE FOLLOWING OBSERVATIONS AND RECOMMENDATIONS REFER TO PRELIMINARY FY-1978 C.C.P. INPUTS (REFTEL A) AND ARE PROVIDED AS GUIDANCE TO ASSIST POST IN FORMULATING ITS DRAFT CONTRIBUTION TO FY-1978 PROGRAM.

2. WHILE EACH CAMPAIGN NEED NOT NECESSARILY INCLUDE A TRADE PROMOTION EVENT, WE BELIEVE IT USEFUL TO REVIEW LIST OF PROPOSED CAMPAIGNS IN LIGHT OF FY-1978 PROMOTIONAL CALENDAR AS IT NOW STANDS. OCTOBER 1977 EVENT AT TRADE CENTER (HI-FI/STEREO AND APPLIANCES) DOES NOT RELATE TO ANY TARGET INDUSTRY PROMOTION PERIODS IN FY-1978, NOR DOES MAY 1978 EVENT (TEXTILE MACHINERY). HOWEVER, REMAINING UNCLASSIFIED

UNCLASSIFIED

PAGE 02 STATE 309487

ONES DO, AS FOLLOWS: (A) MACHINE TOOLS SOLO (TYPE 1), NOVEMBER 1977, TIES IN WITH TARGET INDUSTRY CATEGORY METAL-WORKING AND FINISHING EQUIPMENT, PRIMARY PROMOTION PERIOD JUNE-SEPTEMBER 1978; (B) BUILDING MATERIALS TC SHOW, NOVEMBER 1977, RELATES TO TI CATEGORY BUILDING EQUIPMENT AND MATERIALS, PRIMARY PROMOTION PERIOD OCT-MAY AND

SECONDARY JUNE-SEPTEMBER; (C) CHEMICAL AND PETROCHEMICAL

EQUIPMENT TC SHOW, JANUARY 1978, RELATES TO TI CATEGORY PROCESS CONTROL INSTRUMENTATION, SECONDARY PROMOTION PERIOD OCT-DEC; (D) PACKAGING EQUIPMENT TC SHOW, FEBRUARY 1978, RELATES TO TI CATEGORY FPP EQUIPMENT, SECONDARY PROMOTION PERIOD OCT-FEB; (E) FOREST RESOURCES TC SHOW, JUNE 1978, ALSO RELATES TO BUILDING EQUIPMENT AND MATERIALS.

3. CAMPAIGN THEMES SUGGESTED BY POST (I.E., ENERGY SYSTEMS, ELECTRONIC INSTRUMENTS, AND HEALTH CARE EQUIPMENT) ARE ALL RELATED TO TI PROMOTION PERIODS IN FY-1978; HOWEVER, THE ONLY PROMOTIONAL EVENT ON TEHRAN'S FY-1978 CALENDAR THAT TIES IN WITH A SUGGESTED CAMPAIGN THEME IS MEDICAL EQUIPMENT TRADE MISSION, MAY 1978.

4. IN LIGHT OF FOREGOING, POST MIGHT SERIOUSLY CONSIDER SUBSTITUTING EITHER BUILDING EQUIPMENT AND MATERIALS OR METALWORKING AND FINISHING EQUIPMENT IN PLACE OF ELECTRONIC INSTRUMENTS AS SECOND CAMPAIGN THEME. EITHER COULD BE ADEQUATELY JUSTIFIED ON BASIS IRAN'S CURRENT DEVELOPMENT PRIORITIES. IT IS NOTED THAT BLDG. EQT. AND MATS., IF ADOPTED AS FY-1978 CAMPAIGN THEME, WOULD ESSENTIALLY BE REPEAT OF FIRST CAMPAIGN UNDER FY-1977 C.C.P. THIS NOT

NECESSARILY A DISADVANTAGE IF ENOUGH OPPORTUNITIES FOR FURTHER PROMOTIONAL EFFORTS REMAIN AFTER CURRENT CAMPAIGN ENDED.

UNCLASSIFIED

UNCLASSIFIED

PAGE 03 STATE 309487

5. WE CONCUR WITH POST IN LIMITING NUMBER OF CAMPAIGNS TO THREE, AS WAS DONE FOR FY-1977 C.C.P., SINCE NO STAFF INCREASES ARE ANTICIPATED AND SINCE SUBSTANTIAL RESOURCES MUST CONTINUE TO BE GIVEN TO MAJOR PROJECTS, BUSINESS SERVICES AND OTHER NON-CAMPAIGN ACTIVITIES. HOWEVER, CURRENT PROGRAM INCLUDED FOURTH CAMPAIGN AS DEFERRED ACTIVITY, AND WE BELIEVE THIS APPROACH SHOULD BE REPEATED FOR FY-1978.

6. WITH RESPECT TO TRADE PROMOTION EVENT SUPPORT, REFTEL A MENTIONS U.S. PARTICIPATION IN TEHRAN INTERNATIONAL TRADE FAIR AND GOI-SPONSORED SPECIALIZED TRADE FAIRS. POST IS CAUTIONED THAT CURRENTLY THERE ARE NO FUNDS ALLOCATED FOR PARTICIPATION IN TITF DURING FY-1977 OR 1978. (THIS SUBJECT WILL BE DISCUSSED IN A SEPTTEL WHICH WILL INCLUDE ALTERNATIVE OPEN TO THE POST.) FURTHERMORE, THE MACHINE TOOL SOLO IN NOVEMBER 1977 IS THE ONLY FUTURE OFF-SITE EVENT IN IRAN FOR WHICH COMMERCE FUNDS HAVE BEEN ALLOCATED.

IF POST WISHES TO RECOMMEND PARTICIPATION IN ANY GOI-
SPONSORED SPECIALIZED TRADE FAIR DURING FY-1978, IT SHOULD
DO SO AT THIS TIME (WITH AS MUCH SPECIFICITY AS POSSIBLE).

ROBINSON

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 22 DEC 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976STATE309487
Document Source: CORE
Document Unique ID: 00
Drafter: BIC/CAGNE/MFSMITH
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760470-1003
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19761219/aaaaaqhd.tel
Line Count: 120
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 TEHRAN 4536, 76 STATE 292385
Review Action: RELEASED, APPROVED
Review Authority: vogelfj
Review Comment: n/a
Review Content Flags:
Review Date: 17 JUN 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <17 JUN 2004 by chengls>; APPROVED <09 DEC 2004 by vogelfj>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: FY-1978 COUNTRY COMMERCIAL PROGRAM - IRAN
TAGS: BEXP, IR
To: TEHRAN
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006